CLAIMS

What is claimed is:

1. A method for obtaining streaming content from a processing device network, comprising the steps of:

(a) requesting an interface program from a first processing device in the processing device network;

(b) downloading the interface program to a second processing device in the processing device network;

(c) displaying a user interface on a display of the second processing device;

(d) requesting by the interface program a media file from a third processing device on the processing device network;

(e) downloading the media file to the second processing device, wherein the media file includes an embedded code;

(f) detecting an embedded code;

(g) spawning a process by the interface program responsive to the embedded code;

(h) parsing the embedded code into a plurality of code segments by the process;

(i) querying a memory location in a data store responsive to the embedded code segment in the plurality of segments; and,

(j) responding to rules in the memory location.

2. The method of claim 1, wherein the rules include updating the displayed user interface with a high resolution image stored in the data store.

3. The method of claim 1, wherein the first process device and the second process device are different process devices.

4. The method of claim 1, wherein the second processing device is a personal computer having a web browser.

5. The method of claim 1, wherein the second processing device is a box coupled to a television.

6. The method of claim 1, wherein the media file is a advanced streaming format (.ASF) file.

7. The method of claim 1, wherein the media file is a real network media (.RM) file.

8. The method of claim 1, wherein the displayed user interface includes a first window, a second window, and a third window, wherein video is provided in the first window, a high resolution

image is provided in the second window and text is provided in the third window.

9. A method of claim 1, wherein the third processing device is a media server.

10. The method of claim 1, wherein the downloading step includes buffering a portion of the media file.

11. The method of claim 1, wherein the metadata time code has a format of a process identification, a variable and a target destination.

12. The method of claim 1, wherein the process is a Common Gateway Interface (CGI) process.

13. The method of claim 1, wherein the embedded code is a metadata time code.

14. The method of claim 1, wherein the responding step (j) includes updating the user interface display.

15. A system, comprising:

a first processing device having a web browser;

a data store for storing information; and,

a second processing device coupled to the first processing device and the data store, for providing the first processing device with (1) a displayed user interface and (2) a media file having an embedded

code; wherein the user interface detects the embedded code during a media file download to the first processing device and, wherein the second processing device creates a process for retrieving the information from the data store which is used to alter the displayed user interface.

16. The system of claim 15, wherein the first and second processing devices are computers.

17. The system of claim 15, wherein the processing is a Common Gateway Interface process.

18. The system of claim 15, wherein the data store is a disk drive.

19. The system of claim 15, wherein the embedded code is a metadata time code.

20. The system of claim 15, wherein the first processing device and second processing device is coupled to the Internet.

21. The system of claim 15, wherein the first processing device and the second processing device is coupled to an intranet.

22. An article of manufacture, including a computer readable memory, comprising:

a first software program for providing content to a client;

a second software program for providing streaming media to a client;

a third software program for detecting an embedded code in the streaming media; and

a fourth software program for accessing a data store responsive to the embedded code.

23. The article of manufacture of claim 22, wherein the data store includes a software object having rules, and where the rules are used to update a user interface.

24. A method for obtaining streaming content from a processing device network, comprising the steps of:

downloading a media file having an embedded code;

detecting the embedded code;

passing a segment of the embedded code to a process;

accessing a database using the segment of the embedded code; and

downloading information stored in the database.

25. The method of claim 24, wherein the embedded code includes a format having a process identification, a variable and a target destination.